

# press kit

creative  
MATTERS  
INSPIRED WALL & FLOOR COVERINGS

inspired wall  
& floor coverings

CREATIVE MATTERS INC.

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DIA RESTAURANT AT CANOPY HOTEL,  
TORONTO WITH STUDIO MUNGE





# background



## INSPIRATION, MISSION & INVESTMENT

Recognizing an opportunity within the largely male-dominated, broadloom-oriented carpet industry, textile designer Carol Sebert co-founded Creative Matters Inc. in 1988 in Toronto, with a mission “to be responsible for the creation of the most exceptional custom made floor coverings possible, utilizing the highest principles of design and production standards, in the spirit of excellence, professionalism and integrity.” An old office space in downtown Toronto was renovated using modest personal investments and a matching government loan and the small team started approaching architects and interior designers. With interior designer Brian Gluckstein as an early supporter, Creative Matters quickly developed an impressive portfolio and reputation.

## INTERNATIONAL GROWTH

After successfully staring down the early 1990s recession with a commission to create unique carpets for embassies and diplomatic offices worldwide, Creative Matters was in a position to hire and cultivate a talented team of designers and take on international markets. To accommodate their growing business, in 2003, a historic bank building in Toronto’s west end was purchased and converted into the firm’s headquarters/design studio/showroom. Today a team of more than 20 talented designers and administrators work in Toronto. In 2021, a satellite office was opened in Europe with a design director based in Brussels. The Toronto team is supported by an additional designer in Thailand. The firm also provides employment through its manufacturing partners in Nepal and India to hundreds more. Co-founders Luba Huzan and Donna Hastings retired from the business in 2005 and 2014 respectively. In 2017, longtime employees Ana Cunningham and Ali McMurter joined Sebert as partners in the business and were promoted to executive roles. And in 2023, Sebert moved onto other creative endeavours leaving Cunningham and McMurter as the two managing partners of the firm.

Over the last decade, Creative Matters has grown its business further afield by exhibiting at such international tradeshows as the Interior Design Show (Toronto); Boutique Design New York; COVER Connect New York; Milan Design Week; Maison & Object (Paris); Rendez-vous de la Matière + fair(e) (Paris); and Paris Design Week.

Recognizing a demand for its designs above and beyond custom work, the firm launched its first rug collection in 2008. Currently, Creative Matters offers 17 distinct collections, totaling over 200 designs in select colourways: **Aerial** (2008), **Terra** (2011), **Art Day** (2012), **XXV** (2013), **Arctic**, **Perennial** (2016), **Architexture**, **Arashi**, **Storytelling** (2017), **Stacked**, **Halcyon** (2019), **Campaign for Wool** (2020), **Macrame**, **Sonance** (2021), **Arcadian**, **Vanguard**, **Vista**. The collections are available through retailer partners worldwide.

In a natural transition from its award-winning fair trade floor coverings, Creative Matters launched a line of original wall coverings (Watercolour) in 2013 followed by Graphic in 2014 and **Zephyr** (2020) using eco-friendly aqueous-based inks to provide high-colour resolution and a durable, washable finished product. Today the firm also offers soft wall coverings (**Tellurian** in 2020) as an effective way to add texture and warmth to a room.

# background

Creative Matters continues to be a go-to design house for custom floor-to-ceiling creations, working closely with interior designers and architects to create one-of-a-kind fair trade rugs and eco-friendly wall coverings that reflect the design sensibilities of commercial and residential clients. With rugs and carpets in more than 40 countries, Creative Matters' international clientele ranges from such style-setting retailers as Gucci, Tom Ford, Christian Dior, Louis Vuitton, Gucci, La Samaritaine and Holt Renfrew to hotels, cruise ships, corporate offices, embassies, museums and private residences. Among the design firm's hotel installations are: Canopy (Toronto), Goldwynn Resort (Bahamas), Park Lane (New York), Faena (Miami), Ritz-Carlton (Mexico City), Soho Grand (New York), Four Seasons (Toronto and Whistler), Pendry Manhattan West (New York), The Loren (Bermuda), Muir Halifax (Halifax, Canada) and Andaz Ottawa Byward Market (Ottawa). In a massive design undertaking, Creative Matters was selected to translate 29 Canadian artworks into handmade rugs for Canada House, the country's premier consular offices in London. Clients include such interior design and architecture luminaries as: Yabu Pushelberg, Studio Munge, Gachot Studios, Robert Stern Architects, Diamond Schmitt, Gensler and Studio Sofield.

## SUCCESS & RECOGNITION

Cunningham credits the firm's success to artistic passion, a collaborative business approach, talented team, and trusted relationships with clients and mill owners from California to Nepal.

- Chalet rug nominated for DOMOTEX Carpet Design Award in Best Flatweave category, 2024
- Redoux Passager was exhibited at Paris Design Week 2023
- Winter Garden was exhibited at Paris Design Week 2022
- Stripes - Olive rug won DOMOTEX Carpet Design Award in Best Flatweave category, 2021
- Origin rug nominated for DOMOTEX Carpet Design Award in Best Modern Design category, 2021
- Crystallize Ice rug nominated for DOMOTEX Carpet Design Award in Best Modern Design category, 2016
- Only Canadian design firm featured in Characters - Carpets with Soul collection by Germany's JAB Anstoetz, renowned fabric and furnishings house, 2013
- Invited to exhibit work at Forza Tappeti: The Rug Revolution, Milan Design Week; since 2012

## FAIR TRADE & SUSTAINABILITY

Creative Matters is committed to socially responsible business practices. As the first North American licensee of Label STEP, an international organization committed to promoting fair trade in the rug industry, the design firm has been committed to environmentally friendly production methods, improved working and living conditions for carpet weavers, and the elimination of child labour in the carpet industry. Since 2020, Creative Matters uses only Label STEP approved manufacturers (label-step.org) for its Indian, Afghani and Nepali handcrafted rugs. The design firm primarily uses and promotes the use of - sustainable fibres, especially wool. Creative Matters has been working with a supplier to offer 100% biodegradable woven Axminster (ECO AX) in the place of traditional Axminster which is 80% wool and 20% nylon. The firm is encouraging water stewardship and the use of solar power at its mills. Creative Matters is an associate member of the International Wool Textile Organisation, and a member of the Textile Exchange and the Sustainable Furnishings Council. The firm's North American manufacturing partner, known for its high quality fabrication, was ranked one of the world's Most Ethical Companies by Ethisphere Magazine for the last 17 years.

## FLOOR COVERINGS FABRICATION

Creative Matters area rugs are crafted by talented artisans around the world using all natural materials. Depending on the unique requirements of each project, different manufacturing techniques, mills and materials are used:

- Handknotted using handspun Tibetan wool and Chinese silk (Nepal); New Zealand wool, Chinese silk (India); Ghazni wool (Afghanistan)
- Handtufted using New Zealand wool and Chinese silk (Thailand, Portugal and India); Canadian wool (Canada and India)
- Flatwoven using wool and Chinese silk (India)
- Woven Axminster 80% wool/20% nylon and 100% wool (China and Poland)
- Printed using premium nylon (U.S. and Denmark)

## WALL COVERINGS FABRICATION

- Printed type I and type II vinyl wall coverings with different textures (Canada and U.S.)
- Needle-felted soft wall coverings (U.S. and China)

Ali McMurter

PARTNER, CREATIVE MATTERS INC.

*biography*



#### ALI McMURTER

Ali McMurter joined Creative Matters in 2006 as a designer, evolved into a people and project management role and became a partner in 2017. She has developed countless floor and wall coverings for prominent interiors professionals in the residential, hospitality, retail and corporate fields. Recent high-profile projects include: Pendry Manhattan West with Gachot Studios; Four Seasons Resort Whistler with DIALOG; Carpets for the Senate of Canada with Diamond Schmitt Architects; and Shinola Hotel Detroit with Gachot Studios that comprised 277 rugs made in four different countries.

McMurter attributes some of her success to her passion for textiles and international fair trade. She takes particular responsibility for the well-being of our weavers including helping to grow a wonderful collaboration in Afghanistan between The World Bank, Turquoise Mountain and our fair trade endorser Label STEP. She has travelled to India, Thailand, China and the U.S. to work directly with the mills. As a designer, she enjoys the interplay of colours and textures found in nature – a joy that can be seen in the many pieces she has contributed to Creative Matters’ seventeen in-house rug collections.

In her 17 years with Creative Matters, McMurter has become increasingly involved in the financial management of the firm.

She is well known in the industry not only for her creative talent but also for her ability to work effectively as part of a client team. At Creative Matters she is highly respected as both a team player and a project leader.

Born and raised in Canada, McMurter holds a BA Hons. in Fine Art and Geography from the University of Guelph. She has also trained as a Strategic Coach. Prior to joining Creative Matters she worked at a boutique design studio in New York City and in the costume department at the National Ballet of Canada.



Ana Cunningham

PARTNER, CREATIVE MATTERS INC.

## *biography*



### ANA CUNNINGHAM

Ana Cunningham joined Creative Matters as a designer in 1999, was appointed creative director in 2013 and became a partner in 2017. With an extensive and international portfolio, she is no stranger to collaborating across multiple time zones, countries and cultures. She has designed for residences, boutiques, restaurants, hotels and retail spaces for prominent brands and commercial clients worldwide. Recent high profile clients include: Ritz-Carlton Mexico City with Chapi Chapo Design; Four Seasons Toronto with DIALOG; Canopy by Hilton Toronto with Studio Munge; and carpets for 19 areas of the newly-renovated La Samaritaine department store in Paris with Yabu Pushelberg.

Cunningham is reputed for her ability to understand the client's approach and build successfully on the foundational narrative they set out. She is also known as an effective communicator every step of the way; for her skill at working with mills to make technical adjustments; and also for her willingness to push the envelope to maximize a project while adhering to the required budget. She is proud to work with Label STEP – Creative Matters' fair trade partner – to ensure the best working conditions for the artisans who weave our handmade rugs.

To meet clients, attend locations and supervise production, Cunningham has travelled to Nepal, China, India, Thailand, France, Mexico, The Bahamas and throughout North America. She manages a team of versatile professionals who contribute diverse skills, languages and cultural fluencies to each project they touch. She has spoken at trade shows and led workshops in Canada, the U.S., Europe and Asia. Cunningham is a graduate of Sheridan College, School of Craft and Design (SOCAD).

## fact sheet



### RUG MAKING FACTS

- Rug making dates back thousands of years to Central Asia.
- North America's estimated 50+ million-plus "conscious consumers" are driving the demand for natural, fair trade products such as handmade, ethically produced rugs.
- Accent or area rugs (versus carpet/broadloom) are used to create a visual, decorative focal point, soften hard surfaces, provide walking/standing comfort and safety, diminish noise and reduce allergens.
- Custom rug creation allows for an infinite number of variations in design, colour, materials and fabrication.

### CREATIVE MATTERS FACTS

- Founded in 1988 in Toronto, by Carol Sebert (retired 2023), Donna Hastings (retired 2014) and Luba Huzan (retired 2005).
- Sebert was sole owner of Creative Matters from 2014 to 2017 until longtime employees Ana Cunningham and Ali McMurter joined as partners and were promoted to executive roles.
- In April 2017, Sebert was named an honorary ambassador by Label STEP for her commitment to promoting the important work of the Swiss-based NGO in ensuring fair trade within the handmade carpet industry.
- Designs and manufactures fair trade floor coverings and eco-friendly wall coverings for interior designers, architects and their clients.
- Headquartered in a renovated 1920s Imperial Bank of Canada in Toronto's west end.
- Employs more than 20 staff.
- Has installations in more than 40 countries including: La Samaritaine (Paris), Bergdorf Goodman (New York), Canada House (Canadian consulate in London), other diplomatic embassies, luxury hotels, corporate offices and residences.

- Selected hotel installations including: Canopy (Toronto), Goldwynn Resort (Bahamas), Park Lane (New York), St. Regis Kanai Resort (Mexico), Faena (Miami), Ritz-Carlton (Mexico City), Soho Grand (New York), Four Seasons (Toronto and Whistler), Pendry Manhattan West (New York), The Loren Bermuda and Austin, TX), Muir Halifax (Halifax, Canada) and Andaz Ottawa Byward Market (Ottawa).
- Selected clients include: Yabu Pushelberg, Gensler, Gachot Studios, Studio Munge and Studio Sofield.
- Exclusive rug collections (17 collections of over 100 original rug designs and colour combinations) are available through selected retailers worldwide.
- Creative Matters rugs/carpet are made at ethically and environmentally responsible mills using natural, renewable fibres (wool and silk and other natural fibres).
- The following mill locations and materials are employed as appropriate for rug and carpet manufacture:
  - Nepal: handknotted using handspun Tibetan wool and Chinese silk
  - Thailand: handtufted carpets using New Zealand wool and Chinese silk
  - India: handknotted, handtufted and flatwoven rugs using New Zealand wool, local wool, Canadian wool, silk and linen
  - China: woven Axminster using wool and nylon
  - Poland: woven Axminster using wool and nylon
  - Afghanistan: handknotted using Ghazni wool
  - U.S.: printed using nylon
  - Denmark: printed using premium nylon and wool
  - Portugal: handtufted carpet using mohair and New Zealand wool

# fact sheet

- **Wall coverings production options include:**

- Type I and type II vinyl wall coverings with different textures, printed to fit exact dimensions
- Needle felting which allows for watercolour effects and painterly designs to be captured through a dynamic process that permanently interlocks fibres to create a soft blending of colours – a process renowned for adding texture and warmth

**Creative Matters is committed to socially responsible practices. Highlights include:**

- 2011 to date: First North American licensee of Label STEP, an organization dedicated to improving the living and working conditions of weavers, ensuring fair wages and promoting environmentally friendly production methods. Creative Matters uses only Label STEP approved manufacturers for Indian, Afghani and Nepali handcrafted rugs. A portion of each sale goes to support this organization.

**label-step.org**

- 2007 to 2012: Licensed Importer and supporter of GoodWeave (formerly Rugmark), a non-profit foundation working to end illegal child labour in the carpet/rug industry.

**Awards and recognition:**

- Chalet rug nominated for DOMOTEX Carpet Design Award in Best Flatweave category, 2024.
- Stripes – Olive rug won DOMOTEX Carpet Design Award in Best Flatweave category, 2021.
- Origin rug nominated for DOMOTEX Carpet Design Award in Best Modern Design category, 2021.
- Crystallize Ice rug nominated for DOMOTEX Carpet Design Award in Best Modern Design category, 2016.
- Only Canadian design firm featured in Characters – Carpets with Soul collection by Germany’s JAB Anstoetz, renowned fabric and furnishings house, 2013.
- Invited to exhibit work at Forza Tappeti: The Rug Revolution, Milan Design Week; since 2012.
- Nova – Platinum rug nominated for DOMOTEX Carpet Design Award in Best Modern Design category, 2009.
- Rory – Platinum rug voted Best Liked by DOMOTEX Visitors in Design category, 2009.

- French Wire – Gold rug nominated for DOMOTEX Carpet Design Award Carpet Design Award in Best Modern Design category, 2008.
- Nominated for a RBC Canadian Woman Entrepreneur Award, 2008 and 2009.

**DEFINITIONS**

- Rug, carpet and carpeting: although often used interchangeably, in North America, “rug” mostly refers to handmade area floor coverings, while “carpeting” is known as wall-to-wall broadloom.
- Handtufted: carpet constructed by inserting tufts of yarn through a carpet-backing fabric creating a pile surface of cut and/or loop ends (similar to rug hooking).
- Handknotted: carpet made by looping yarn around pairs of warps, tying then cutting off the standing end. The ends of the “knot” become the pile or nap of the rug.
- Handwoven: carpet produced on a weaving loom in which the lengthwise yarns and widthwise yarns are interlaced to form the fabric, including the face and the backing.
- Density: refers to the amount of pile yarn in the carpet and the closeness of the tufts. In general, the denser the pile, the better the performance.

**RESOURCES**

- Label STEP: [label-step.org](http://label-step.org)
- International Wool Textile Organization: [iwto@iwtoorg.com](mailto:iwto@iwtoorg.com)
- Sustainable Furnishings Council: [sustainablefurnishings.org](http://sustainablefurnishings.org)
- Textile Exchange: [textileexchange.org](http://textileexchange.org)
- The Carpet and Rug Institute: [carpet-rug.org](http://carpet-rug.org)
- Canadian Textile Industry Association: [canadiantextiles.ca](http://canadiantextiles.ca)
- The Textile Museum of Canada: [textilemuseum.ca](http://textilemuseum.ca)
- The Canadian Flooring, Cleaning & Restoration Association (CFCRA): [cfcra.ca](http://cfcra.ca)
- Government of Canada, Statistics Canada: [statcan.gc.ca](http://statcan.gc.ca)
- U.S. Census Bureau, Foreign Trade Statistics: [census.gov](http://census.gov)



## *selected portfolio*



### **SPECIAL PROJECTS**

- Canada House – 29 handtufted area rugs for the Government of Canada
- The Senate of Canada – carpets with Diamond Schmitt Architects
- Aga Khan Museum, Bellerive Room, Toronto with Studio Adrien Gardère
- Art Day Exhibit at the Textile Museum of Canada demystifying the art of rug design and fair trade weaving
- Toronto Birth Centre – wall-sized reproductions of art by Métis artist Christi Belcourt with LGA Architectural Partners
- Canadian wool carpets with Campaign for Wool Canada and interior designer Sarah Richardson
- The Storytelling Collection – each of the rugs is based on a work by a Canadian indigenous artist
- Characters – Carpets with Soul collection by JAB Anstoetz, worldwide – handtufted in pure silk and New Zealand wool, 16 designs and 4 colourways included
- Diplomatic Residences and Embassies, worldwide – handtufted area carpets in more than 35 locations and growing
- Winter Garden and Redoux Passager installations at Paris Design Week

### **RETAIL**

- La Samaritaine, Paris – rugs and carpets for 19 areas in multiple techniques with Yabu Pushelberg
- Bergdorf Goodman, New York – handtufted for the jewellery salons
- Holt Renfrew, multiple techniques for stores in Vancouver, Mississauga and Toronto in Canada

### **HOSPITALITY**

- Andaz Ottawa Byward Market – floor-to-ceiling floor (multiple materials and production techniques) and needle-felt wallcoverings for suites, rooms, halls and walls with Mason Studios
- Faena Miami – handtufted lobby, relaxation room and spa rugs with Faena in-house design
- Ritz-Carlton Mexico City – handtufted and woven Axminster with Chapi Chapo Design
- Four Seasons Toronto and Whistler – multiple techniques with DIALOG
- Pendry Manhattan West – multiple techniques with Gachot Studios
- The Loren, Bermuda – dye injected nylon with Fleur-de-lis Interior Design Inc.
- Muir Halifax – multiple techniques with Studio Munge
- Eaton Hotel Washington – handwoven dhurru rugs with Gachot Studios
- Palms Casino Resort Las Vegas – woven Axminster with Studio Munge
- Shinola Hotel Detroit – multiple techniques with Gachot Studios
- St. Regis Kanai Resort Mexico – multiple techniques with Chapi Chapo Design
- Park Lane New York – multiple techniques with Yabu Pushelberg
- Canopy Toronto – woven Axminster and HAX with Studio Munge
- Goldwynn Resort Bahamas – multiple techniques with Chapi Chapo Design



# *selected portfolio*

## **CORPORATE**

- Boston Consulting Group, Toronto - elevator lobby rugs with HOK
- Manulife, Vancouver - elevator lobby rugs with SSDG Interiors Inc
- Deloitte, Vancouver - three reception lounge rugs with AFK Studios
- T-Mobile, Bellevue, Washington - multiple techniques with Gensler Seattle
- Great Hill Partners, Boston - six handtufted rugs with Gensler
- Field Law, Calgary - four handtufted rugs with Sizeland Evans
- Deloitte, Toronto - seven rugs with Deloitte's internal design team
- CI Financial - reception area rug with Straticom
- Dymon Wine Cellar, Toronto - lounge rug with Twofold Interiors
- Paine Field Airport, Seattle - departure lounge rugs with Clive Lonstein, Inc.
- Capital One - handknotted reception rug with IBI Group
- Equitable Bank - handtufted boardroom rug with Kirsh Design
- Silver Wheaton, Vancouver - lobby rug with Group 5
- KMPG, Ottawa - handtufted reception rugs with 4té inc.
- Pattison, Vancouver - handtufted library carpets with Group 5

## **RESIDENTIAL**

- BurdiFilek, Toronto
- Gachot Studios, New York
- Studio Sofield, New York
- Kate Kelley Designs Inc., Massachusetts
- STGM Design, Montreal
- ACDO, Toronto
- Hariri Pontarini Architect, Toronto
- RDAI , Paris
- Emma Montgomery Design, New York
- Chapi Chapo Design, Toronto
- Hacin + Associates, Boston
- Mitchell Freedland Design, Vancouver
- Douglas Design Studio, Toronto
- Nivek Remas, Toronto
- Fleur de Lis Design, Toronto
- Shelley Kirsch Interior Design, Toronto

# selected media coverage



- February 2024. "Dans Leurs Elements," featuring Rapids, MARIE CLAIRE MAISON Magazine, pp 116-123
- January-March 2024. "Ambiance Chalet," featuring Dusk and Ruche Plum, CHEMINÉE & POÉLE ACTUELS Magazine, pp 60-61
- January-March 2024. n°52. HOME FASHION NEWS Magazine "6 Coups de Coeur de la Rédaction," featuring Winter Sunset. pp 148-149. "Showroom par la Rédaction," featuring Boulevard Terracotta. pp 151
- January 2024. Online article. SLEEPER Magazine "Creative Matters launches biodegradable Axminster carpet"
- January 2024. "High-end, fashion forward soft surface to lead in 2024," FLOOR COVERINGS WEEKLY, pp 28.
- January 2024. DESIGNLINES Magazine "Design Trends to Covet in 2024," featuring Boulevard Terracotta.
- December 2023-January 2024 <<Peach Fuzz>> : Couleur de l'année 2024 Pantone, MAISON ET JARDIN Magazine , pp 537
- Winter, 2024. "Bring in the New: InDEPTH," pp 16, "Creative Matters takes it 2.0," RUG INSIDER Magazine, pp 34-36
- January-February 2024. Issue 139. "Bien-être: Bouclette Douillette," featuring Hemma Blush, MAISON CREATIVE Magazine, pp 30
- Décembre 2023. Online Article. MAISON CREATIVE Magazine << Peach Fuzz >> : la couleur Pantone 2024 qui va vous donner la pêche !
- November 2023. Issue 111. "Spotlight: Fabrics, Surfaces & Wallcoverings: Smoulder from Tellurian Collection, SLEEPER Magazine, pp 188
- November 2023. Issue 311. "Phénomène Les Feux du Ciel: Coucher du soleil," ELLE DECORATION Magazine, pp 22
- November 2023- "Style News: Fair Flooring," STYLE AT HOME Magazine, pp 12
- Thursday, November 17th, 2023. Gail.M Davis. Design Perspectives Podcast Episode 161 - Creative Matters
- October/November 2023. Issue 76. "Shopping Un Brin De Caractère," MAISON & JARDIN Magazine , pp 1-2
- October 28th 2023. PURSUITS: Meet The New Crop of Sustainable Wool Producers, THE GLOBE AND MAIL, pp 5
- September 2023. Online Article, "No room for woolly thinking on carpets," TORONTO SUN
- September 2023. Online Article. "Cover Connect New York 2023," COVER Magazine
- Autumn, 2023. "Cover Conversation 2", pp 35, Cover Connect New York: Creative Matters, pp 125, Spaces: Toronto Office, COVER Magazine , pp 191
- October 2023. Issue 0555. "now NOUVEAUTÉS + COUPS DE COEUR," le journal de la MAISON , pp 113
- September/October 2023. Issue 162. Sages tressages, IDEAT Magazine, pp 319
- September 2023. Issue 110. "Specifier: Canopy by Hilton Toronto Yorkville," SLEEPER Magazine, pp 195
- August, 2023. Online article. Where To Shop Rugs in Toronto, Creative Matters. DESIGNLINES Magazine
- Winter 2022, Indigenious, COVER Magazine
- November 2022, Design... textile, by Kaoru Urata, Big Business Immo Global
- September 2022, Editor's Picks: Five Rugs for September, COVER Magazine
- Summer 2022, Spotlight: Ritz-Carlton, COVER Magazine
- May 2022, Exquisite Carpet Designs for the World's Largest Cruise Ship, Building and Décor
- 22/23, Creación artesana, Cuaderno de Tendencias Del Hábitat, pp.46
- February 2022, Federa investment aims to turn around Canada's wool industry, by Irene Galea, The Globe and Mail

# selected media coverage

- November 2021, *Feminine en Force*, by Cecile Corral, *Rug Insider*
- April 2021, *Inside the dream home: Rosedale residence goes for the big picture*, by Carola Vyhnač, *The Toronto Star*
- April 2021, *Glamorous Flooring at Whistler*, *Building and Décor*, pp. 10-15
- March 2021, *Natural Choice*, *Style at Home*
- February 2021, *Around the House: Homegrown wool looks, wears well*, by Vicky Sanderson, *Canadian Interiors*
- January 2021, *Beauty by Design*, by Meagan Kashty, *Sheridan Newsroom*
- December 2020, *In the Zone*, by Lucy Upward, *COVER Magazine*
- December 2020, *Homegrown Canadian wool transformed into handcrafted rugs to support the material and industry*, *Canadian Interiors*
- December 2020, *Turns out Prince Charles is surprisingly passionate about wool*, by Madeleine Luckel, *Architectural Digest*
- Winter 2020, *Of Flowers and Fleeces*, by Jane Audas, *COVER Magazine*, pp. 116-117
- August 2020, *Aboriginal Art Wallcoverings For Birth Centre*, *Building and Décor*
- Summer 2020, *Diversity Matters*, by Malin Lonnberg, *COVER Magazine*, pp. 74-75
- April 2020, *Welcome to Creative Matters Colour Lab*, by Kathleen Bingham, *Rug News and Design*
- March 2020, *The Shinola Project*, by Kathleen Bingham, *Rugs News and Design*
- February 2020, *A Raven Takes Flight at Creative Matters*, *Rug Industry News*
- January 2020, *Coups de coeur de la rédaction au Salon Mason & Objet*, *Index Design*
- 2019/20, *Innovative Carpet Design, Passenger Ship Interior & Refurbishment*, pp. 70-71
- Summer 2019, *Rug Upon Rug*, by Malin Lonnberg, *COVER Magazine*, pp. 100-101
- March 2019, *Creative Matters Designs 277 New Rugs for Detroit's Shinola Hotel*, *House Tipster Industry*